LEO BURNETT COMPANY, *Inc.*
Ad No. 147—Req. No. 65402—840 lines (7 x 10)—B&W—Supermarket News, June, 1970
Printed in U.S.A.

If you were 6 years old, your mom would make you stock Clark Dí-et Gum.

But you're older now. You need a better reason than your mother's say-so.

Well, we've got a better reason for you: when stores in Erie, Pa. stocked Dí-et, their sugarless gum sales were expanded by more than 101.3%.

Want another reason?

When stores in Detroit featured Dí-et's 6-pack, Dí-et accounted for 82.6% of the increased sugarless gum dollar sales.

The point is, when you stock Clark Dí-et, you make double the profit.

But what's all this got to do with your mother? Well, she's no different than thousands of other mothers who tune in Clark Dí-et advertising. She knows Dí-et's safe; it's sugarfree and won't cause cavities.

And mothers are the big reason why your sales will go up when you stock Clark Dí-et gum.

The Safe Gum

Diet's sugar-free. Won't cause cavities.

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Source: https://www.industrydocuments.ucsf.edu/docs/qqvv0004

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